



*Tickets Go On Sale Tomorrow at 9:00 a.m.!*  
**UCONN, KENTUCKY, MEMPHIS, OKLAHOMA**  
SET AS REGIONAL HOSTS FOR THE  
**2K SPORTS COLLEGE HOOPS CLASSIC**  
**BENEFITING COACHES VS. CANCER**

FOR IMMEDIATE RELEASE

August 23, 2007

Contact: Evan Olesh 609.921.1300

PRINCETON, N.J. –Tickets to the **2K Sports College Hoops Classic benefiting Coaches vs. Cancer** will officially go on sale tomorrow, August 24<sup>th</sup> at 9:00 a.m. Connecticut, Kentucky, Memphis, and Oklahoma will serve as the four regional hosts for the nation's premier season-opening college basketball tournament. Regional action will take place Nov. 5-9, with the four top teams advancing to the Championship Rounds, Nov. 15-16, at Madison Square Garden in New York City.

2K Sports will be the title sponsor of the event for the third consecutive year. 2K Sports develops and publishes the popular and highly acclaimed 2K series of sports video games including the "College Hoops 2K" series. 2K Sports is known for delivering the most innovative and realistic sports simulation gaming experience to fans every year.

Last year, Maryland defeated Michigan State, 62-60, in the 2006 championship game. Additionally, three of the last six NCAA Tournament champions have begun their seasons at The Classic, including Maryland (2001-02), Syracuse (2003-04) and Florida (2004-05).

The Coaches vs. Cancer program, founded by the National Association of Basketball Coaches (NABC), and the American Cancer Society (ACS) exists to leverage the strength, community leadership and celebrity of our country's basketball coaches to raise awareness and reduce cancer risk through education programs while raising funds for Coaches vs. Cancer. Since 1996, the Event has raised approximately \$3.3 million for the benefit of Coaches vs. Cancer.

**TICKET INFORMATION:** Championship Round tickets at Madison Square Garden go on sale tomorrow morning at 9:00 a.m. and may be purchased by calling Ticketmaster at 212.307.7171 or through Ticketmaster.com.

For VIP ticket packages, contact Jason Poppe at 609.921.1300 or [jpoppe@gazellegroup.com](mailto:jpoppe@gazellegroup.com).

The box office information for the regional rounds is listed below. On-sale dates for individual game tickets will be announced in the near future.

**Connecticut:** [uconnhuskies.com](http://uconnhuskies.com) or 877.288.2666

**Kentucky:** [ukathletics.com](http://ukathletics.com) or 800.928.2287

**Memphis:** [gotigersgo.com](http://gotigersgo.com) or 888.867.8636

**Oklahoma:** [soonersports.com](http://soonersports.com) or 800.456.4668

The 2K Sports College Hoops Classic benefitting Coaches vs. Cancer is produced by The Gazelle Group in Princeton, N.J. The Gazelle Group is a sports marketing firm, specializing in event production and management, client representation, and sponsorship consulting. Gazelle produces numerous nationally-recognized events, such as the O'Reilly Auto Parts CBE Classic and the Legends Classic. For more information on the Gazelle Group, please visit [gazellegroup.com](http://gazellegroup.com).



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